



City of Pflugerville, Texas

DATE: March 26, 2012

TO: Planning and Zoning Commission

FROM: Jeremy Frazzell, Senior Planner

RE: Pflugerville 2030 Comprehensive Plan – General Overview

This item is a continuation of the staff lead presentations which are intended to provide information to the Planning and Zoning Commission about relevant planning topics. An overview will be provided to clarify what a Comprehensive Plan is and why it is important, what the Pflugerville 2030 Comprehensive Plan includes, how other master plans are integrated, how the Comprehensive Plan is used and what is done to ensure the plan remains relevant. In addition, a supplemental document titled "Introduction to the Comprehensive Plan" by Alan M. Efrussy, AICP has been provided to provide additional information on this topic.

What is a Comprehensive Plan?

A Comprehensive Plan is a guidance document for how a City can expect to develop over the course of time, with a typical forecast of 20 to 30 years. A Comprehensive Plan requires input from the residents and stake holders to identify the values and goals of the community. With those items identified, policies and subsequent action steps can be established to achieve the desired outcome and turn the plan from ideas into a reality.

Being "comprehensive", the plan involves a broad stroke approach in viewing the City with attention to land use, parks and recreation, transportation, economic development, infrastructure and facilities. The intent is to identify overarching goals and policies to achieve implementation and the desired outcome.

What does the Pflugerville Comprehensive Plan include and what items are highlighted?

In 2010, the City approved an update to the Comprehensive Plan after extensive input from the community. Through surveys and public forums, the public identified elements to include in the plan to protect and enhance the quality of life in Pflugerville. Through those elements, a vision statement was created which states: *"Pflugerville is the most desirable community in Central Texas because of its greatest assets such as first-rate parks, connected trails, exceptional schools, cohesive neighborhoods, diverse and creative employment opportunities, and vibrant shopping districts."*

The Pflugerville 2030 Comprehensive Plan includes sections devoted to Land Use and Development Character, Recreation and Parkland, Transportation, Public Facilities and Infrastructure, and Economic Development. Each section describes the results of the public input for each topic and establishes overarching goals, with policies and action steps provided to achieve the goals. Where feasible, metrics were established to provide a measurement of effectiveness. Each of these sections will be discussed in greater detail with future presentations.

What about all those other plans, how do they fit in?

The Comprehensive Plan provides the vision and conceptual pattern for the city as it develops, but additional studies and plans are required to fully implement the vision. As an example, the Wastewater Master Plan provides technical guidance on infrastructure needs and potential alignments. Using this information during the public process allowed the community to select a land use vision that concentrates growth to the existing city limit, which in turn may extend the timeframe for when an additional wastewater treatment facility and associated infrastructure will be needed.

The community's input also revealed that nearly 40% of residents surveyed found the parks system as one of the top five elements that enhance quality of life in Pflugerville. That type of response prompted a concurrent update to the Parks Master Plan which complements the goals established in the Comprehensive Plan.

Sub area policy plans such as the Downtown Vision Plan with action steps are referenced and remain important to further establish the character of Pflugerville. Additional plans and updates are also included as action items and will be needed to meet the vision of the community.

How do we use the Comprehensive Plan?

As previously mentioned, the Comprehensive Plan provides a guide to how policies should be created to meet the expectations of the community. Within each policy plan are stated goals and action steps to reach the goal. As action steps are met through the development review process and as annual budgets are prepared, the plan will maintain purpose and meet the intentions of the community. Implementation therefore is the act of including the plan into the overall City process and pursuing the action steps to bring the plan to life.

What do we do to make sure the plan is still relevant?

As the City continues to receive development pressure and the plan becomes older, there may be challenges where opportunities may not coincide exactly with one part of the plan while meeting the intent of another. The plan is intended to be a dynamic document and reviewed each year for CIP projects and bi-annually through a review of the metrics outlined in the plan. Over time, changes may be needed and a process has been included in the plan for this. Additionally, every five years the plan is intended to be reviewed by staff, the Planning and Zoning Commission and an appointed community group(s) to ensure the goals and policies are still appropriate.